RFID IN FASHION
The event for retail, apparel, footwear
and accessory companies
Aug. 12-13, 2009 • The Fashion Institute of Technology • New York City

Dear RFID in Fashion Exhibitor,

On behalf of our events team, we are excited to have you participating in our upcoming event: August 12 - 13, 2009 at the Fashion Institute of Technology, New York, and are pleased to send you this **RFID in Fashion 2009 Exhibitor Service Manual**. Please use this as a reference tool to understand the opportunities that you have as an exhibitor. Due to the constraints of the venue, we would like to stress the "Less is Best" approach for this event.

Show Information

Location:
Fashion Institute of Technology
Seventh Avenue at 27th Street
New York, NY 10001-5992

Exhibit Hall Hours

Move-In & Set-up
Wednesday, August 12 12:00 pm – 4:00 pm

Note: The Fashion Institute of Technology cannot accommodate shipment of equipment. Please see the Shipping section of this Kit for details.

Exhibit Hall Open

Wednesday, August 12	6:00 pm – 7:30 pm	Opening Reception in Exhibit Hall
Thursday, August 13	7:00 am – 8:30 pm	Breakfast in Exhibit Hall
Thursday, August 13	10:15 am – 10:45 am	Refreshment Break in Exhibit Hall
Thursday, August 13	12:15 pm – 2:15 pm	Luncheon in Exhibit Hall

Tear Down & Move-out
Thursday, August 13 2:30 pm – 4:00 pm

Exhibit Tabletop Displays Include:

· 8' back drape (Black)
· 3' side rails (Black)
. One 7"x 44" tabletop display identification sign displaying your company name
. One 6' skirted table
. One electrical connection

Exhibit Area:

Fashion Institute of Technology, Great Hall

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RFID IN FASHION CONTACT LIST

Cheryl M. Johnson, Director, Events Management — **508-778-1974 (t)**
cjohnson@rfidjournal.com — **508-778-0003 (f)**

Contact Cheryl re: Operations and Logistics, Move-in and Move-Out, Tabletop Display Set, and Shipping Info.

Alan McIntosh, Director of Sales — **212.584-9400 x4 (t)**
amcintosh@rfidjournal.com — **212-409-8434 (f)**

Contact Alan re: Additional Sponsorship Opportunities

Matthew Singer, Director of Sales — **212-584-9400 x6 (t)**
msinger@rfidjournal.com — **212-409-8434 (f)**

Contact Matthew re: Additional Sponsorship Opportunities

Deb Hughes, Editorial Director, Events — **561-504-2627 (t)**
dhughes@rfidjournal.com

Contact Deb re: Conference Program, Leadership Forum, Cornerstone Session and Silver Sponsor Panel

Tim Giganti, Marketing Coordinator — **212-584-9400 x3 (t)**
tgiganti@rfidjournal.com — **212-409-8434 (f)**

Contact Tim re: Sponsor/Company profiles, Sponsor/Company logos, Program Guide Ads

Kim Ray, VP of Events — **860.461.7168 (t)**
kray@rfidjournal.com — **617.663.6223 (f)**

Contact Kim re: General Conference Questions

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FREQUENTLY ASKED QUESTIONS

Do I need Insurance for my exhibit space?
Exhibitors must obtain adequate insurance at their own expense. RFID Journal requires that Exhibitor shall at its own expense secure and maintain through the term of this contract, including move-in and move-out days, the insurance listed below. All such insurance shall be primary of any other valid and collectible insurance of Exhibitor and shall be written on an occurrence basis. Claims made policies are not acceptable and do not constitute compliance with Exhibitor's obligations under this paragraph. (A) Worker's Compensation insurance; (B) Employers' Liability insurance with limits not less than $1,000,000 each accident; (C) Comprehensive General Liability insurance with limits not less than $1,000,000 each occurrence/$2,000,000 aggregate combined single limit for bodily injury and property damage, including coverage for personal injury, contractual, and operation of mobile equipment, products and liquor liability (if applicable); (D) Automobile Liability insurance with limits not less than $500,000 each occurrence combined single limit for bodily injury and property damage, including coverage for owned, non-owned and hired vehicles, including loading and unloading operators. Comprehensive General Liability and Automobile Liability insurance policies shall name the Organizer and Exhibit Facility as additional insureds.

Exhibitors wishing to insure their exhibit materials against theft or damage must do so at their own Expense. Neither, the Fashion Institute of Technology, *RFID Journal*, AAFA nor Aramark will be responsible for loss or damage to any property in storage, in transit to or from the exhibit building, while in exhibit building, or for any loss of income as a result of any reduced sales due to such loss or damage.

Do I need to carpet my tabletop display?
The exhibit hall has a tile floor. Carpet is not necessary.

How many badges do I receive with my exhibit space?
This depends on your company's level of participation. Please refer to the Registration & Travel Section of this Service Kit for a detailed description.

Where can I find my tabletop display location?
At the end of this Service Kit there is a current floor plan and exhibitor listing in alpha order.

Can I ship my materials direct to Fashion Institute of Technology?
The Fashion Institute of Technology does not have the capability to accept direct shipments. See Shipping Section details.

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SECURITY TIPS

The Great Hall will be locked overnight. Event Management will provide 24-hour perimeter access control throughout the show, but **assumes no liability for loss or damage to exhibitor's property**. Event Management does not carry insurance on exhibitor's materials or displays. **Exhibitors are responsible** for extending a rider on their present insurance policy to cover damage or theft of their materials or displays while in transit to and from, and during the event.

Suggestions on protecting your display:

- ✓ Do not mark the outside of your shipping cartons or boxes with the contents—use a code.
- ✓ Furnish your shipping company with an accurate and complete bill of lading.
- ✓ Do not leave materials in containers to be stored with empties.
- ✓ Whenever the exhibit area is closed or your tabletop display is unattended, remove valuable items or secure them in a safe place.
- ✓ Do not leave valuable exhibit materials or proprietary information under tables or behind displays when the exhibit area is closed.
- ✓ When the exhibit area closes, pack as quickly as possible and do not leave your display unattended.
- ✓ During move-out remain with your display and equipment until it has been packed and is ready to ship.
- ✓ Prior to shipping be sure to insure your shipment with your designated shipper.

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ON-SITE PROGRAM GUIDE SPECIFICATIONS / Deadline: July 10

The RFID in Fashion Program Guide will be distributed to attendees at the event. Key industry buyers will refer to the Guide both during and after the conference.

The Program Guide offers you the opportunity to communicate your company's message and capabilities to the attendees. Please note that copy submitted for the Program Guide will be edited based on the RFID Journal style, and final copy approval for the Program Guide remains at the discretion of RFID Journal. Depending upon your level of participation, please submit the following to tgiganti@rfidjournal.com **on or before July 10, 2009.**

CORPORATE PROFILE

Cornerstone Sponsor:
- Corporate Profile – (100 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

Platinum Sponsor:
- Corporate Profile – (75 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

Silver Sponsor:
- Corporate Profile – (50 words maximum)
- Speaker Biographies and Photograph (50-words maximum)

Exhibitor
- Corporate Profile – (30 words maximum)

Please email your corporate profile and other deliverables to Tim Giganti at **tgiganti@rifdjournal.com** **on or before July 10, 2009** to ensure inclusion in the Program Guide.

Program Guide Specifications

Please use the specifications below as your guide when submitting your graphic items.

Logos:
Your company logos must be submitted in the following format:
Digital:
• "Preferred" – Vector Image, EPS – Original Adobe Illustrator with fonts outlined.
• "Secondary Preference" – Photoshop CMYK or RGB color format. Hi-Res 300 dpi, in a TIFF or JPEG format

Please note: 72 dpi (standard from your Web Site) prints in a very low quality and CANNOT be used for printing.

Photos:
Your photo images must be in one of the following formats:
• Digital: CMYK or RGB color format. Hi-Res 300 dpi in a TIFF or JPEG format

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Please note: 72 dpi (standard from your Web Site) prints in a very low quality and cannot be used for printing.

• Standard photo print (color preferred)

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ON-SITE PROGRAM GUIDE SPECIFICATIONS (continued)

Speaker Bio – 75-word maximum biography
Please note: Any submission exceeding these word maximums will be edited at our discretion.

Advertisements:
Please submit your advertisements **by July 10th** in one of the following formats:

Digital: (Note: Film will not be accepted)

EMAIL your artwork to email John Hull: jhull@rfidjournal.com and telephone: 416.461.7393 for confirmation receipt.

We are on a Macintosh platform and can also accept a Mac Formatted CD in the following applications:

1. QuarkXPress
2. Illustrator
3. In Design
4. Print-resolution PDF

Standard Page Size (please confirm with your sales representative):

Full Page
Trim: 8.375" by 10.875"
Bleed: 8.625" by 11.125"

Always include the following:

- All supporting graphics
- Both screen and printer fonts – Postscript level one or two (no Multiple Master or True Type fonts accepted)
- Be sure to include all fonts from your graphic images (i.e. Illustrator) if fonts are not outlined.

If you have any questions, please contact Tim Giganti at tgiganti@rfidjournal.com.

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EXHIBITOR MARKETING & PROMOTIONAL TOOLS

Connect with your targeted audience and **get purchasing decision-makers to proactively seek you out at the show**. To ensure maximum exposure, be sure to take advantage of all the marketing opportunities listed below.

4 Easy Ways to Maximize Your Exposure at RFID in Fashion 2009:

Deadline	Action Item	Cost
Ongoing	**Online Marketing:** Promote your participation in the event by posting the event logo, Web site URL, banner and/or text calendar listing on your company's Web site. All creative can be designed in sizes and specifications to suit your needs.	**FREE**
ASAP thru June 30	**Customized HTML Invites**: Request a customized html email invitation to promote your participation and provide a special 10% discount to your top prospects and best customers.	**FREE**
ASAP thru June 30	**Media Program:** Submit new product information or other news announcements to be included on the RFID in Fashion 2009 web site as well as in an email that will be sent out to attendees to gain extra pre-event visibility.	**FREE**
July 10	**Program Guide Ad:** Place an ad in the Official Event Program Guide that will be distributed to all attendees at registration.	**Contact your sales rep for pricing**

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EXHIBITOR MARKETING & PROMOTIONAL TOOLS (continued)

Time to Prep!

According to *Business Week*, **approximately 75% of tradeshow attendees plan their show schedule in advance,** which makes letting your customers know where you will be imperative. Don't wait until the last minute to brief staff, customers and prospects on your organization's involvement in the event.

Post the RFID in Fashion 2009 logo, banner and/or calendar listing on a prominent page of your company's Web site or in your newsletter as soon as possible.

Sample Web Banners:

RFID
IN FASHION
Savvy retailers are using RFID to cut costs and boost sales
August 13-14 • The Fashion Institute of Technology • NYC

Downloading images or text ads is easy, simply follow these 3 steps:

1. On your Internet Browser, proceed to http://www.rfidjournalevents.com/media
2. Find RFID in Fashion 2009 Event listing
3. Select the banner or text advertisement to suit your specifications and link it directly to the RFID in Fashion 2009 Web site at http://www.rfidjournalevents.com/fashion

Don't see what you need? To request custom sizes, please contact Tim Giganti at tgiganti@rfidjournal.com.

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EXHIBITOR MARKETING & PROMOTIONAL TOOLS (continued)

Customized Email Invitations / Deadline: ASAP thru June 30

Invite your customers to see you and your products in action!

As more and more products enter the marketplace, the ability to foster intimate relationships with customers is vital. Engaging customers and prospects in an interactive setting is the best way to garner new business and close deals.

Request a customized HTML email which includes a 10% registration discount offer and a hyperlink to a PDF of our latest event brochure. Send out the email on your own, or have the RFID in Fashion Event Management Team email the invitations on your behalf. No need to worry about having an email designed or coded, we'll take care of everything. Take advantage of this FREE marketing tool which is an easy and proven method of attracting more potential buyers and prospects to visit your booth.

Sample Custom Email:

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THIRD ANNUAL
RFID IN FASHION
Aug. 13-14, 2008 • Fashion Institute of Technology • New York City
RFID JOURNAL
THE WORLD'S RFID AUTHORITY
IN PARTNERSHIP WITH:
AAFA
american apparel & footwear association
SAVVY RETAILERS ARE USING RFID TO CUT COSTS AND BOOST SALES.
LEARN HOW YOU CAN, TOO!
DOWNLOAD THE FREE BROCHURE NOW! click here
At this year's conference, you'll learn how leading retailers are using RFID to:
Cut labor costs
Enhance the customer experience
Deter theft, diversion and counterfeiting
Increase delivery speed and accuracy
Track high-value products
Improve on-shelf availability
Reduce excess inventory and markdowns
PLUS, hear how advances in RFID are reducing deployment costs
REGISTER BY JUNE 20 AND SAVE UP TO $300
MindCommerce
VIP Discount
Save an Extra 15%
with code
CORNERSTONE SPONSOR
AVERY DENNISON

Contact Tim Giganti at tgiganti@rfidjournal.com for more information.

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EXHIBITOR MARKETING & PROMOTIONAL TOOLS (continued)

Media Program / Deadline: ASAP –June 30

Take advantage of our media program and **get the word out about new products and other announcements related to the event**.

The media program provides key benefits:

- A headline, blurb and hyperlink to your news story will be put on the RFID in Fashion 2009 event announcements page.
- A special email with event announcements will be sent to our 30,000+ newsletter subscribers and to pre-registered RFID in Fashion 2009 attendees a few weeks prior to the event.

This is a unique opportunity to promote awareness of new product launches and reach the entire RFID community interested in purchasing and implementing RFID hardware, software and services.

To participate in the Media Program, please send your news announcements as soon as possible to Tim Giganti at **tgiganti@rfidjournal.com** and note that it is an RFID in Fashion 2009 announcement.

Don't wait until the last minute – take advantage of these tools today!

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REGISTRATION INFORMATION

Exhibitor Conference Passes
With the Conference fast approaching, your next step will be to take advantage of your complimentary exhibitor Conference passes. These complimentary passes provide access to the keynote, main conference, exhibit hall, opening reception and all meal functions.

Speaker and Panelist Passes
If your sponsorship includes a speaking or panelist opportunity, this badge is in addition to the allotted badges below. Please email Deb Hughes dhughes@rfidjournal.com and let her know who will be speaking on behalf of your company.

The allotted number of Complimentary Exhibitor Conference Passes included in your sponsorship and/or exhibitor package is outlined to the right:

Cornerstone Sponsor	6 passes
Platinum Sponsor	4 passes
Silver Sponsor	2 passes
Exhibitor	2 passes

ONLINE REGISTRATION

How to Register Your Staff, Customers & Prospects

Instructions:

1. The person you provided to us as your primary point of contact for this event should have received an email from webreg@signup-confirmation.com.
2. This email contains your unique URL and instructions for registering your complimentary passes. Please follow the instructions carefully.
3. Should you require further assistance please contact either fashion@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com at 508-778-1974.

Please note that your exhibitor account is pre-programmed with the number of complimentary passes that you are entitled to. Once you use up that number of complimentary passes, the system will require that you pay for any additional passes at the rates indicated below:

Exhibitor Conference + Preconference Pass _____ $899

Exhibitor Conference Pass_____ $699

Exhibitor Preconference Pass _____$399

Exhibit Booth Staff Passes_____ $199

Upgrade from Complimentary Conference Pass to Conference + Preconference Pass _____ $199*

*Please note that if you wish to upgrade, you will need to contact a registration customer service representative by emailing fashion@rfidjournal.com.

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If you have questions regarding Online Registration, please contact fashion@rfidjournal.com or Cheryl Johnson at cjohnson@rfidjournal.com.

TRAVEL & HOTEL DETAILS

Hotel Reservations
Because the event is being held at Fashion Institute of Technology, there is no official conference hotel. For your convenience, a complete listing of hotels in the area can be found at: http://www.rfidjournalevents.com/fashion/hotel.php

New York Weather
Mid August temperatures range from the high 90s during the day to the low 60s at night.

Appropriate Attire
Business casual attire is recommended for all sessions and functions at RFID Journal - RFID in Fashion

Airport Information
La Guardia Airport is approximately 20 minutes driving time from the Fashion Institute of Technology. John F. Kennedy International Airport is approximately 30 minutes driving time from the Institute. Newark Liberty International Airport is approximately 20 minutes driving time from the Institute.

Taxis
Taxi fares from La Guardia are approximately **$25** to **$30**. Allow 25 to 35 minutes in travel time. From Kennedy, taxi fares are approximately **$35** to **$40**. Allow 35 to 45 minutes in travel time. From Newark fares are approximately **$25** to **$35**. Allow 30 to 35 minutes in travel time

Location:
Fashion Institute of Technology
Seventh Avenue at 27th Street
New York, NY 10001-5992

The Fashion Institute of Technology's Center for Professional Studies is located on the south side of 28th Street near the southwest corner of 7th Avenue, between 7th and 8th Avenues.

Transportation venues nearby include the New Jersey Path train station; subway lines A,C,E,1,2,3 and 9; and Metro North to Grand Central and Penn Station; with access to NJ Transit, Amtrak and the Long Island Railroad

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LOGISTICS

The Exhibit Area is located inside the Great Hall of the Fashion Institute of Technology

All tabletop displays include:
1. 8' high black draped back wall and 3' high side rails
2. One 7"x 44" tabletop display identification sign displaying your company name
3. One 6' draped table (black drape)
4. One electrical outlet

Internet Access
Internet access is available at $25 per connection, and must be ordered by **July 31st** to Cheryl Johnson cjohnson@rfidjournal.com

Sign Requirements & Limitations
Signage for standard tabletop display exhibits of 8'x10' may not exceed an overall height of 8 feet. Hanging banners are not permitted in tabletop displays. Only 22" by 28" signs will be allowed with a maximum of 2 signs per unit. Signage or graphics are permitted to be attached or affixed to the 8' back drape provided in the exhibit space.

PLEASE NOTE: Sponsors must bring their own method of affixing signage.

Shipping
The Fashion Institute of Technology **does not have the capabilities to accept direct shipments**. We suggest shipping any equipment to your hotel and bringing it over via cab. You can bring in equipment to the Great Hall at the FIT entrance on 28th Street between 7th and 8th Avenue. The double doors can accommodate equipment 6' H x 66"W. If the equipment is larger than that, delivery must be made to the loading dock further down on the same street. Items must be unloaded and brought to the Great Hall without the assistance of anyone from FIT or RFID Journal. Hand trucks and other material handling equipment **WILL NOT** be available.

All equipment must be removed from the Fashion Institute of Technology by 4pm on August 13th. Please schedule pick-up of your equipment prior to 4pm.

Here are some recommended vendors in the area:

FedEx
326 7th Avenue
New York, NY 10001
1-800-Go-FedEx
(212) 239-8890

UPS
328 8th Avenue (26th & 27th St)
New York, NY 10001
212-337-3104
Store5613@theupsstore.com

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RULES & REGULATIONS

Aisle Space
Exhibitors shall not solicit business and distribute literature in aisles, or engage in any activity that leads to congestion in the aisles. Aisle logos, such as gels or footprints, are not allowed.

Badges
All attendees and exhibitors must wear the official RFID in Fashion badge at all times in the exhibit area and conference sessions. The Conference is open to the trade only. No one under 18 years of age will be allowed on the exhibit floor at any time. No one will be allowed on the exhibit floor without a proper badge.

Cameras/Recordings
No Cameras are permitted during show hours. If exhibitors wish to take photos of their tabletop displays, they must do so prior to show opening. Use of recording equipment in the exhibit area or meeting rooms is prohibited by Event Management.

Cartons
Empty cartons and cases must be removed from the exhibit area. They may not be stored behind the pipe and drape or tabletop displays. RFID Journal will provide EMPTY stickers to affix to boxes. We will collect and store the boxes, then return them to you shortly after the closing of the Exhibit Area.

Demonstrations and Tabletop Display Activities Including Sound Levels
Exhibitors shall not solicit business in aisles or engage in any activity that leads to congestion in the aisles. Exhibitors wishing to include demonstrations, presentations, drawings, or crowd gathering activities of any type must confine such activity within their specific tabletop display space and during exhibit hours only. If you have any type of interactive display, you must have a three-foot clearance from the aisle(s) to allow for crowds. All demonstrations must maintain a professional presence. Any demonstration found to be in poor taste or not within the scope of the event by Event Management is not permitted. Please take into consideration the placement of speakers and theater presentations when designing your tabletop display properties and face the speakers so as to direct sound into the tabletop display rather than into the aisle. Sound demonstrations should remain at a reasonable level and not disrupt neighboring exhibitors. Nothing louder than 85 decibels is allowed in the tabletop display at any time.

Exhibits
Tabletop displays must be set-up, staffed and ready to open by the start of each dedicated exhibit area display viewing period. Tabletop displays must remain intact until the close of the exhibit area. Early tear-down of tabletop displays is strictly prohibited.

Exhibit Set-up and Union Jurisdictions
As our event venue is a University, there will be no on-site labor to assist with set-up or tear-down of your tabletop display area. **It is important that your display can be installed and dismantled easily by one person without the use of hand tools or ladders.**

Exhibitor Events

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It is Event Management policy that exhibitors cannot plan events that interfere with exhibit or conference hours or with the Opening Night Reception. If you have any questions about whether your event interferes with the conference scheduling, please contact your Sales Manager or Cheryl Johnson at 508-778-1974.

RULES & REGULATIONS (continued)

Flammable/Hazardous Materials Regulations

Hazardous operations, including the use of flammable, explosive, or toxic materials, are not permitted. The Fashion Institute of Technology restricts the use of the following hazardous materials, including but not limited to compressed flammable gasses, flammable gasses, and aerosol cans with flammable propellants. Any material, equipment, substance, or object which reasonably may endanger the life of, or cause bodily injury to, any person in The Fashion Institute of Technology, or which may reasonably constitute a hazard to the building or to any property therein will not be permitted. Helium filled product (balloons) and helium tanks are also restricted. See the Fire Regulations Information in the Rules & Regulations Section.

Due to facility regulations, the following items are not permitted on the premises:

- Stickers or adhesive backed decals
- Glitter or confetti
- Helium or Mylar balloons

Noise Levels

Music must be kept at minimum sound levels. Speakers are required to be turned inward to the tabletop display. If, after a warning is given by show management, complaints continue to arise from neighboring exhibitors the sound system must be turned off.

Promotional Materials and Handouts

Promotional materials may only be distributed from your tabletop display. No promotional material of any kind may be handed out in the aisles or outside the exhibit hall. Exhibitors are also cautioned that if their promotional materials are found affixed to exhibit area property, they will be responsible for cost of its removal.

Storage-Accessible

Fire regulations prohibit storage of any kind behind exhibits, including empty packing materials. Please tag all your empties and have RFID Journal store them until move-out. Reserve quantities of literature must be stored away from electrical cables or junction boxes.

Taxes and Licenses

Exhibitors shall be responsible for obtaining any licenses, permits, or approvals required under local or state law applicable to their activity at the exposition, which includes any music licensing needed under the ASCAP and BMI copyright laws. Exhibitors shall be responsible for obtaining any tax identification numbers and paying all taxes, license fees or other charges that shall become due to any government authority in connection with their activity at the conference.

Tipping

Work Rules prohibit the solicitation and/or acceptance of tips by any employee, including all employees representing RFID Journal LLC, AAFA or the Fashion Institute of Technology.

Unsportsmanlike Conduct

Tampering with another party's exhibit will not be tolerated. In such case the offender will be immediately removed from the exhibit floor at his/her own expense and will be restricted from future participation.

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Violations

Exhibitors are expected to comply with all RFID in Fashion Rules and Regulations as well as all the exhibitor policies governing the Fashion Institute of Technology.